

The best of both worlds? Studies on healthy indulgences and their effects on food intake control

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Propositions accompanying the doctoral dissertation

**The Best of Both Worlds?
Studies on Healthy Indulgences and Their Effects on Food Intake
Control**

Nina Belei

1. Not all health claims are created equal. (this dissertation, chapter 1, 2, 3 and 4)
2. Healthy indulgences can be a blessing or a curse, depending on whether health claims feature functional or hedonic food attributes, and on whether one takes on the perspective of food manufacturers or public policy makers. (this dissertation, chapter 2 and 3).
3. Functional rather than hedonic health claims attached to indulgences help consumers to control their food intake. (this dissertation, chapter 2 and 3).
4. The presence of goal-conflict inducing indulgences in a given food product category reduces consumption of regular category members not claiming to be healthy. (this dissertation, chapter 3)
5. People's behavior makes sense if you think about it in terms of their goals, needs, and motives. (Thomas Mann)
6. Studying consumer behavior is a 24/7 profession, as one cannot go home switching off being a consumer oneself.
7. Much more is learned from unexpected findings than from results that are subject to common sense.
8. Writing a doctoral dissertation implies controlling one's urge to reinvent the wheel.
9. The skill of writing is to create a context in which other people can think. (Edwin Schlossberg)
10. Becoming a successful researcher requires the heart and soul of a Labrador and the willpower of a Pitbull.